

Index to Volume XXV, 1961

- Abelson, Robert, and Ithiel de Sola Pool, "The Simulmatics Project," 167-183
- Abrams, Mark, "Social Class and British Politics," 342-350
- ADMINISTRATION OF RESEARCH. *See* 475-476 (round table)
- ADVERTISING. *See* 466-471 (abstracts)
- AFRICA. *See* 436-437 (abstract)
- Allen, Terrence, William Lazer, and Hans Toch, "The Public Image of Cancer Etiology," 411
- AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH. Business Meeting, 477; Contents, 420-423; Proceedings of the Sixteenth Annual Conference, Richard Baxter, editor, 419-477
- ANONYMITY. Pearlin, Leonard I., "The Appeals of Anonymity in Questionnaire Response," 640-647
- Ashford, Douglas E., "The Political Usage of 'Islam' and 'Arab Culture,'" 106-114
- ASIA. *See* 437-438 (abstract)
- ATTITUDES. Breed, Warren, and Thomas Ktsanes, "Pluralistic Ignorance in the Process of Opinion Formation," 382-392; Davis, James A., "Compositional Effects, Role Systems, and the Survival of Small Discussion Groups," 574-584; Gamson, William A., "The Fluoridation Dialogue: Is It an Ideological Conflict?" 526-537; Gleitman, Henry, and Joseph J. Greenbaum, "Attitudes and Personality Patterns of Hungarian Refugees," 351-365; Harned, Louise, "Authoritarian Attitudes and Party Activity," 393-399; Janowitz, Morris, "Mass Persuasion and International Relations," 560-570; Jung, Allen F., "Attitudes toward Customers of Personal Finance Companies," 414-416; Kelman, Herbert C., "Process of Opinion Change," 57-78; Levin, Martin L., "Social Climates and Political Socialization," 596-606; Maccoby, Nathan and Eleanor E., "Homeostatic Theory in Attitude Change," 538-545; Michael, John A., "High School Climates and Plans for Entering College," 585-595; Roper, Elmo, "College Ambitions and Parental Planning," 159-166; Sills, David L., "Three 'Climate of Opinion' Studies," 571-575; Smith, Ewart E., "The Power of Dissonance Techniques to Change Attitudes," 626-639; Vander Zanden, James W., "Voting on Segregationist Referenda," 92-105. *See* 312-315 (Polls); 447-448 (abstract); 476-477 (round table)
- AWARD. Julian L. Woodward, 424-425
- Bain, Robert K., Robert J. Dressel, and Ward S. Mason, "An Experimental Study of Factors Affecting Response to a Mail Survey of Beginning Teachers," 296-299
- Barghoorn, Frederick C., *The Soviet Cultural Offensive*, reviewed, 560-570
- Barnett, H. G., "Culture and Creativity," abstract, 446-447
- Bauer, Raymond A., "Risk Handling in Drug Adoption: The Role of Company Preference," 546-559
- Belson, William A., "The Effects of Television on the Reading and the Buying of Newspapers and Magazines," 366-381
- BERLIN. *See* 657-658 (Polls)
- Breed, Warren, and Thomas Ktsanes, "Pluralistic Ignorance in the Process of Opinion Formation," 382-392
- Breslow, Lester, M.D., "The City as a Laboratory for Epidemiology," abstract, 452-453
- Brinton, James E., "Deriving an Attitude Scale from Semantic Differential Data," 289-295
- BROADCASTING. *See* Mass media
- Campbell, Angus, "Short-term Forces and Basic Predispositions," abstract, 461-462
- Campbell, Angus, and Henry Valen, "Party Identification in Norway and the United States," 505-525
- CANCER. Toch, Hans, Terrence Allen, and William Lazer, "The Public Image of Cancer Etiology," 411-414
- Cantril, Hadley, *Soviet Leaders and Mastery over Man*, reviewed, 560-570
- Carlson, Robert O., "High Noon in the Research Marketplace," 331-341
- CHINA. *See* 437-438 (abstract)
- Churchman, C. West, "Utilization of Research in Industry," abstract, 464-465
- CITY. *See* 427-431, 451-454 (abstracts)
- CIVIL DEFENSE. Westerstahl, Jörgen, Bo Särilvik, and Esbjörn Janson, "An Ex-

- periment with Information Pamphlets on Civil Defense," 236-248. *See* 659 (Polls)
- CIVIL RIGHTS. *See* 476-477 (round table)
- CLIENTS. Carlson, Robert O., "High Noon in the Research Marketplace," 331-341
- CLIMATE. Coleman, James S., "Comment on Three 'Climate of Opinion' Studies," 607-610; Davis, James A., "Compositional Effects, Role Systems, and the Survival of Small Discussion Groups," 574-584; Levin, Martin L., "Social Climates and Political Socialization," 596-606; Michael, John A., "High School Climates and Plans for Entering College," 585-595; Sills, David L., "Three 'Climate of Opinion' Studies," 571-573. *See* 441-447 (abstracts)
- Cohen, Reuben, "New Uses for Old Files," abstract, 432-433
- Coleman, James S., "Comment on Three 'Climate of Opinion' Studies," 607-610
- COLLEGE. *See* Education
- COMMUNICATION. McLachlan, Dan, Jr., "Communication Networks and Monitoring," 194-209; Westerståhl, Jörgen, Bo Särilvik, and Esbjörn Janson, "An Experiment with Information Pamphlets on Civil Defense," 236-248. *See* 433-434, 447-451 (abstracts). *See also* Mass media
- Converse, Philip E., book review: *Small Groups and Political Behavior: A Study of Leadership*, by Sidney Verba, 671-673
- CORRESPONDENCE, 417-418
- Cotter, Cornelius P., and Malcolm J. Smith, *Powers of the President during Crisis*, book note, 157
- CREATIVITY. *See* 441-447 (abstracts)
- Crespi, Leo P., "Some Observations on the Concept of Image," 115-120
- CUBA. *See* 479 (Polls)
- David, Mort, and Eric Marder, "Recognition of Ad Elements—Recall or Projection?" abstract, 467-468
- Davis, James A., "Compositional Effects, Role Systems, and the Survival of Small Discussion Groups," 574-584; "Reference Groups and Relative Deprivation among American Graduate Students," abstract, 435-436
- Davison, W. Phillips, "A Public Opinion Game," 210-220
- DEFENSE. *See* 483-486 (Polls)
- Deming, W. Edwards, *Sample Design in Business Research*, reviewed, 328-330
- Deutscher, Irwin, "Public Housing and Social Mobility: The Story of a Research Design," abstract, 429-430
- DISARMAMENT. *See* 480-481 (Polls)
- DISSONANCE. Smith, Ewart E., "The Power of Dissonance Techniques to Change Attitudes," 626-639
- Dressel, Robert J., Robert K. Bain, and Ward S. Mason, "An Experimental Study of Factors Affecting Response to a Mail Survey of Beginning Teachers," 296-299
- DRUGS. Bauer, Raymond A., "Risk Handling in Drug Adoption: The Role of Company Preference," 546-559
- EDUCATION. Michael, John A., "High School Climates and Plans for Entering College," 585-595; Roper, Elmo, "College Ambitions and Parental Planning," 159-166. *See* 454-456 (abstracts)
- Ehrlich, June Sachar, and David Riesman, "Age and Authority in the Interview," 39-56
- EICHMANN. *See* 659-660 (Polls)
- Eldersveld, Samuel J., and Daniel Katz, "The Impact of Local Party Activity upon the Electorate," 1-24
- ELECTIONS. *See* 129-131, 134 (Polls); 456-462 (abstracts). *See also* Political behavior and Voting
- Ellis, Robert A., "The Lower-class Freshman's Orientation to College," abstract, 455
- ESCAPE. *See* 450-451 (abstract)
- Evans, Franklin B., "On Interviewer Cheating," 126-127
- Faison, Edmund Winston Jordan, "Effectiveness of One-sided and Two-sided Mass Communications in Advertising," abstract, 468-469
- Feldman, Jacob J., comment on "Some Newer Approaches to Perennial Research Problems," 435-436
- Fink, Raymond, comment on "The City as a Human Population Laboratory," 454
- Finkle, Jason L., *The President Makes A Decision: A Study of Dixon-Yates*, reviewed, 147-150
- Fiske, Marjorie, *Book Selection and Censorship: A Study of School and Public Libraries in California*, reviewed, 150-152
- FLUORIDATION. Gamson, William A., "The Fluoridation Dialogue: Is It an Ideological Conflict?" 526-537

- FOREIGN AID. See 300-301 (Polls)
- Frankel, Lester R., book review: *Sample Design in Business Research*, by W. Edwards Deming, 328-330
- Frost, Richard T., "Stability and Change in Local Party Politics," 221-235
- GAMING. Davison, W. Phillips, "A Public Opinion Game," 210-230; Zeisel, Hans, "The Opinion Game and the Danger of Stereotypes," 655-656. See 426-427 (abstract)
- Gamson, William A., "The Fluoridation Dialogue: Is It an Ideological Conflict?" 526-537
- GERMANY. See 482-483 (Polls)
- Gleitman, Henry, and Joseph J. Greenbaum, "Attitudes and Personality Patterns of Hungarian Refugees," 351-365
- Goeke, Joseph R., "The Two-step Flow of Communication—The Theory Re-examined," abstract, 459-461
- GREAT BRITAIN. Abrams, Mark, "Social Class and British Politics," 342-350; Belson, William A., "The Effects of Television on the Reading and the Buying of Newspapers and Magazines," 366-381
- Greenbaum, Joseph J., and Henry Gleitman, "Attitudes and Personality Patterns of Hungarian Refugees," 351-365
- Greenberg, Arthur L., "The Role of Private Business in Building International Respect in Latin America," abstract, 439-440
- Greenstein, Fred I., "More on Children's Images of the President," 648-654
- Greer, Scott, "Catholic Voters and the Democratic Party," 611-625
- Harned, Louise, "Authoritarian Attitudes and Party Activity," 393-399
- Hastings, Philip K., "The Roper Public Opinion Research Center: A Review of Its First Three Years of Operation," 120-126
- Heard, Alexander, *The Costs of Democracy*, book note, 156-157
- Hennessy, Bernard C. and Erna R., "The Prediction of Close Elections: Comments on Some 1960 Polls," 405-411
- Holt, Robert T., and Robert W. van de Velde, *Strategic Psychological Operations and American Foreign Policy*, reviewed, 560-570
- HOMEOSTASIS. Maccoby, Nathan and Eleanor, "Homeostatic Theory in Attitude Change," 538-545. See 447-448 (abstract)
- HOUSING. See 429-430 (abstract)
- HUNGARY. Gleitman, Henry, and Joseph J. Greenbaum, "Attitudes and Personality Patterns of Hungarian Refugees," 351-365
- IDENTIFICATION. Campbell, Angus, and Henry Valen, "Party Identification in Norway and the United States," 505-525
- IMAGE. Ashford, Douglas E., "The Political Usage of 'Islam' and 'Arab Culture,'" 106-114; Bauer, Raymond A., "Risk Handling in Drug Adoption: The Role of Company Preference," 546-559; Crespi, Leo P., "Some Observations on the Concept of Image," 115-120; Greenstein, Fred I., "More on Children's Images of the President," 648-654; Toch, Hans, Terrence Allen, and William Lazer, "The Public Image of Cancer Etiology," 411-414. See 462-463 (round table). See also Attitudes and Perception
- IN MEMORIAM. Robinson, Claude E., 669-670
- INNOVATION. Bauer, Raymond A., "Risk Handling in Drug Adoption: The Role of Company Preference," 546-559. See 473-475 (round table)
- INTERNATIONAL RELATIONS. Janowitz, Morris, "Mass Persuasion and International Relations," 560-570. See 426-427, 436-441 (abstracts)
- INTERPERSONAL RELATIONS. Carlson, Robert O., "High Noon in the Research Marketplace," 331-341; Davis, James A., "Compositional Effects, Role Systems, and the Survival of Small Discussion Groups," 574-584; Ehrlich, June Sachar, and David Riesman, "Age and Authority in the Interview," 39-56
- INTERVIEWING. Ehrlich, June Sachar, and David Riesman, "Age and Authority in the Interview," 39-56; Evans, Franklin B., "On Interviewer Cheating," 126-127
- ISAACS, Harold R., "American Negroes and the African Emergence," abstract, 436-437
- Jacobs, Paul, Philip Selznick, and Frank A. Pinner, *Old Age and Political Behavior*, reviewed, 673-674
- Jahoda, Marie, book review: *Book Selection and Censorship: A Study of*

- School and Public Libraries in California*, by Marjorie Fiske, 150-152
- Janowitz, Morris, "Mass Persuasion and International Relations," 560-570
- Janson, Esbjörn, Bo Särilvik, and Jörgen Westerståhl, "An Experiment with Information Pamphlets on Civil Defense," 236-248
- Jones, Barclay Gibbs, "Perceptual Impact of the City," abstract, 430-431
- Joseph, Franz M., ed., *As Others See Us: The United States through Foreign Eyes*, reviewed, 326-328
- Jung, Allen F., "Attitudes toward Customers of Personal Finance Companies," 414-416
- Kaplan, Max, *Leisure in America: A Social Inquiry*, reviewed, 324-326
- Katz, Daniel, and Samuel J. Eldersveld, "The Impact of Local Party Activity upon the Electorate," 1-24
- Katz, Elihu, "On the Use of the Mass Media as 'Escape': Clarification of a Concept," abstract, 450-451
- Kecskemeti, Paul, "Utilization of Research in Government," abstract, 463-464
- Kelman, Herbert C., "Process of Opinion Change," 57-78
- Klapper, Joseph T., *The Effects of Mass Communication*, reviewed, 321-324
- Kracauer, Siegfried, *Theory of Film*, reviewed, 153-154
- Krugman, Herbert E., introductory remarks to "Climates for Creativity: The Case of the Social Scientist," 441-443
- Ktsanes, Thomas, and Warren Breed, "Pluralistic Ignorance in the Process of Opinion Formation," 382-392
- LABOR. See 660-661 (Polls)
- LABORATORY. See 451-454 (abstracts)
- Lang, Kurt, and Gladys Engel Lang, "Ordeal by Debate: Viewer Reactions," 277-288
- Lasswell, Harold D., book review: *Trends in Content Analysis*, edited by Ithiel de Sola Pool, 141-147
- Lazer, William, Terrence Allen, and Hans Toch, "The Public Image of Cancer Etiology," 411-414
- LEADERS. Frost, Richard T., "Stability and Change in Local Party Politics," 221-235
- Levin, Harvey, *Broadcast Regulation and Joint Ownership of Media*, reviewed, 154-155
- Levin, Martin L., "Social Climates and Political Socialization," 596-606
- Lowenthal, Leo, book review: *Leisure in America: A Social Inquiry*, by Max Kaplan, 324-326
- McLachlan, Dan, Jr., "Communication Networks and Monitoring," 194-209
- McPhee, William N., "Note on a Campaign Simulator," 184-193; "The Wheat and Chaff Problem in Culture," abstract, 449-450
- Maccoby, Nathan and Eleanor E., "Homeostatic Theory in Attitude Change," 538-545; "Homeostatic Theory in Attitude Change," abstract, 447-448
- Marder, Eric, and Mort David, "Recognition of Ad Elements—Recall or Projection?" abstract, 467-468
- MARKET RESEARCH. Carlson, Robert O., "High Noon in the Research Marketplace," 331-341
- Markham, James W., "Foreign News in the United States and South American Press," 249-262
- Marks, Eli S., "The Fetish of Sample Size," abstract, 431-432
- Marvick, Dwaine, book review: *Old Age and Political Behavior*, by Frank A. Pinner, Paul Jacobs, and Philip Selznick, 673-674
- Mason, Ward S., Robert J. Dressel, and Robert K. Bain, "An Experimental Study of Factors Affecting Response to a Mail Survey of Beginning Teachers," 296-299
- MASS MEDIA. Belson, William A., "The Effects of Television on the Reading and the Buying of Newspapers and Magazines," 366-381; Lang, Kurt, and Gladys Engel Lang, "Ordeal by Debate: Viewer Reactions," 277-288; Markham, James W., "Foreign News in the United States and South American Press," 249-262; Stempel, Guido H., III, "Selectivity in Readership of Political News," 400-404; Westerståhl, Jörgen, Bo Särilvik, and Esbjörn Janson, "An Experiment with Information Pamphlets on Civil Defense," 236-248. See 449-450, 450-451, 459-461, 466-471 (abstracts); 471-472 (round table); 661 (Polls)
- MEASUREMENT. Brinton, James E., "Deriving an Attitude Scale from Semantic Differential Data," 289-295
- MEDICAL CARE. See 661 (Polls)
- Mendelsohn, Harold, Measuring the

- Process of Communications Effect: A New Approach to Evaluation," abstract, 433-434
- Merrill, Irving R., "Broadcast Viewing and Listening by Children," 263-276
- Michael, John A., "High School Climates and Plans for Entering College," 585-595
- MODELS. McLachlan, Dan, Jr., "Communication Networks and Monitoring," 194-209; McPhee, William N., "Note on a Campaign Simulator," 184-193; Pool, Ithiel de Sola, and Robert Abelson, "The Simulmatics Project," 167-183
- Morris, Richard T., *The Two-way Mirror: National Status in Foreign Students' Adjustment*, reviewed, 498-503
- NEGROES. See 436-437 (abstract)
- Nehnevajsa, Jiri, "A Methodology for the Analysis of Political Futures," abstract, 440-441
- NEWS AND NOTES. 140-143, 316-320, 490-493, 666-668
- NEWSPAPERS. See Mass media
- NORWAY. Campbell, Angus, and Henry Valen, "Party Identification in Norway and the United States," 505-525
- NUCLEAR WEAPONS. See 480-481, 662 (Polls)
- OPINION. See Attitudes, Polls, Public Opinion
- PARTIES, POLITICAL. See Political behavior
- PEACE. See 487-489 (Polls)
- Pearlin, Leonard I., "The Appeals of Anonymity in Questionnaire Response," 640-647
- Pelz, Donald C., "Organizational Factors in Scientific Creativity," abstract, 445-446
- PERCEPTION. Winick, Charles, "How People Perceived 'The Mad Bomber,'" 25-38; Zeisel, Hans, "The Opinion Game and the Danger of Stereotypes," 655-656. See 430-431 (abstract)
- PERSONALITY. Gleitman, Henry, and Joseph J. Greenbaum, "Attitudes and Personality Patterns of Hungarian Refugees," 351-365
- PERSUASION. Janowitz, Morris, "Mass Persuasion and International Relations," 560-570
- Piliavin, Irving, "Utilization of Research in the Community," abstract, 465
- Pinner, Frank A., Paul Jacobs, and Philip Selznick, *Old Age and Political Behavior*, reviewed, 673-674
- POLICY FORMATION. See 463-465 (abstracts)
- POLITICAL BEHAVIOR. Abrams, Mark, "Social Class and British Politics," 342-350; Ashford, Douglas E., "The Political Usage of 'Islam' and 'Arab Culture,'" 106-114; Campbell, Angus, and Henry Valen, "Party Identification in Norway and the United States," 505-525; Frost, Richard T., "Stability and Change in Local Party Politics," 221-235; Gleitman, Henry, and Joseph J. Greenbaum, "Attitudes and Personality Patterns of Hungarian Refugees," 351-365; Greer, Scott, "Catholic Voters and the Democratic Party," 611-625; Harned, Louise, "Authoritarian Attitudes and Party Activity," 393-399; Katz, Daniel, and Samuel J. Eldersveld, "The Impact of Local Party Activity upon the Electorate," 1-24; Lang, Kurt, and Gladys Engel Lang, "Ordeal by Debate: Viewer Reactions," 277-288; Levin, Martin L., "Social Climates and Political Socialization," 596-606; McPhee, William N., "Note on a Campaign Simulator," 184-193; Pool, Ithiel de Sola, and Robert Abelson, "The Simulmatics Project," 167-183; Scarrow, Howard A., "By-elections and Public Opinion in Canada," 79-91. See 456-462 (abstracts); 132-133, 662 (Polls)
- POLLS. Hennessy, Bernard C. and Erna R., "The Prediction of Close Elections: Comments on Some 1960 Polls," 405-411; McPhee, William N., "Note on a Campaign Simulator," 184-193; Pool, Ithiel de Sola, and Robert Abelson, "The Simulmatics Project," 167-183; reports from, 128-139, 300-315, 478-489, 657-665
- Pool, Ithiel de Sola, "Continuity and Change: 1952-1960," abstract, 461; ed., *Trends in Content Analysis*, reviewed, 144-147
- Pool, Ithiel de Sola, and Robert Abelson, "The Simulmatics Project," 167-183
- PREDICTION. Hennessy, Bernard C., and Erna R., "The Prediction of Close Elections: Comments on Some 1960 Polls," 405-411; Pool, Ithiel de Sola, and Robert Abelson, "The Simulmatics Project," 167-183. See 440-441 (abstract)
- PRESIDENT, THE. Greenstein, Fred I., "More on Children's Images of the

- President," 648-654. See 135-139, 663 (Polls)
- PRESS. See Mass media
- PROFESSIONS. Carlson, Robert O., "High Noon in the Research Marketplace," 331-341
- PROPAGANDA. See 302-303 (Polls)
- PUBLIC OPINION. Breed, Warren, and Thomas Ksanes, "Pluralistic Ignorance in the Process of Opinion Formation," 382-392; Davison, W. Phillips, "A Public Opinion Game," 210-220; Hastings, Philip K., "The Roper Public Opinion Research Center: A Review of Its First Three Years of Operation," 120-126; Kelman, Herbert C., "Process of Opinion Change," 57-78; Scarrow, Howard A., "By-elections and Public Opinion in Canada," 79-91; Zeisel, Hans, "The Opinion Game and the Danger of Stereotypes," 655-656
- PUERTO RICO. See 454 (abstract)
- Quayle, Oliver A., III, "Public Opinion and Urban Renewal: A Case History," abstract, 427-428
- QUESTIONNAIRES. See Survey methods
- RACE RELATIONS. Breed, Warren, and Thomas Ksanes, "Pluralistic Ignorance in the Process of Opinion Formation," 382-392; Vander Zanden, James W., "Voting on Segregationist Referenda," 92-105
- RATINGS. See 471-472 (round table)
- REFERENCE GROUPS. See 455-456 (abstract)
- RELIGION. Greer, Scott, "Catholic Voters and the Democratic Party," 611-625
- Riesman, David, and June Sachar Ehrlich, "Age and Authority in the Interview," 39-56
- RISK. Bauer, Raymond A., "Risk Handling in Drug Adoption: The Role of Company Preference," 546-559
- Roper, Elmo, "College Ambitions and Parental Planning," 159-166
- ROPER PUBLIC OPINION RESEARCH CENTER. Hastings, Philip K., "The Roper Public Opinion Research Center: A Review of Its First Three Years of Operation," 120-126
- Rosenberg, Milton J., et al., *Attitude Organization and Change: An Analysis of Consistency among Attitude Components*, reviewed, 494-496
- SAMPLING. See 431-432 (abstract)
- Särlvik, Bo, Esbjörn Janson, and Jörgen Westerståhl, "An Experiment with Information Pamphlets on Civil Defense," 236-248
- SCALING. See Measurement
- SCARROW, Howard A., "By-elections and Public Opinion in Canada," 79-91
- Schramm, Wilbur, book review: *Attitude Organization and Change: An Analysis of Consistency among Attitude Components*, by Milton J. Rosenberg et al., 494-496; book review: *The Effects of Mass Communication*, by Joseph T. Klapper, 321-324
- Schubert, Glendon, *The Public Interest*, reviewed, 496-498
- SCIENCE. See 486-487 (Polls)
- Selznick, Philip, Paul Jacobs, and Frank A. Pinner, *Old Age and Political Behavior*, reviewed, 673-674
- SEMANTIC DIFFERENTIAL. See Measurement
- Sharp, Harry, "The Detroit Area Study as a Human Population Laboratory," abstract, 451-452
- Sheatsley, Paul B., introductory remarks to "Contributions of the 1960 Election to our Understanding of Political Behavior," 456-459
- Siepmann, Charles A., book review: *Broadcast Regulation and Joint Ownership of Media*, by Harvey Levin, 154-155; book review: *Theory of Film*, by Siegfried Kracauer, 153-154
- Sills, David L., "Three 'Climate of Opinion' Studies," 571-573
- Simmons, W. R., "Controlled Recognition in the Measurement of Advertising Perception," abstract, 470-471
- SIMULATION. Davison, W. Phillips, "A Public Opinion Game," 210-220; McPhee, William N., "Note on a Campaign Simulator," 184-193; Pool, Ithiel de Sola, and Robert Abelson, "The Simulmatics Project," 167-183
- Slonim, M. J., *Sampling in a Nutshell*, book note, 156
- Smith, Bruce Lannes, book review: *As Others See Us: The United States through Foreign Eyes*, edited by Franz M. Joseph, 326-328; book review: *The Two-way Mirror: National Status in Foreign Students' Adjustment*, by Richard T. Morris, 498-503
- Smith, Ewart E., "The Power of Dissonance Techniques to Change Attitudes," 626-639
- Smith, J. Malcolm, and Cornelius P. Cotter, *Powers of the President during Crisis*, book note, 157

- SOCIAL CLASS. Abrams, Mark, "Social Class and British Politics," 342-350
- SOCIAL RESEARCH. See 463-465 (abstracts)
- SORENSEN, Robert C., "Basic Problems in Magazine Advertising Communications Research," abstract, 466-467
- SPACE. See 486-487 (Polls)
- SPEIER, Hans, "Political Games and Scenarios," abstract, 426-427
- STEIN, Harold, book review: *The President Makes a Decision: A Study of Dixon-Yates*, by Jason L. Finkle, 147-150
- STEIN, Morris I., "The Roles of the Social Scientist and the Problem of Creativity," abstract, 444-445
- STEMPEL, Guido H., III, "Selectivity in Readership of Political News," 400-404
- STEREOTYPES. See Perception
- SUMMIT MEETINGS. See 303-306 (Polls)
- SURVEY METHODS. Mason, Ward S., Robert J. Dressel, and Robert K. Bain, "An Experimental Study of Factors Affecting Response to a Mail Survey of Beginning Teachers," 296-299; Pearlman, Leonard I., "The Appeals of Anonymity in Questionnaire Response," 640-647. See 432-433, 435-436, 440-441 (abstracts). See also Interviewing
- SURVEY RESEARCH. Hastings, Philip K., "The Roper Public Opinion Research Center: A Review of Its First Three Years of Operation," 120-126; McPhee, William N., "Note on a Campaign Simulator," 184-193; Pool, Ithiel de Sola, and Robert Abelson, "The Simulmatics Project," 167-183
- SUSSMANN, Leila, "Recruitment to Higher Education in Puerto Rico," abstract, 454
- TAXES. See 664 (Polls)
- TELEVISION. See Mass media
- TOCH, Hans, Terrence Allen, and William Lazer, "The Public Image of Cancer Etiology," 411-414
- UNITED NATIONS. See 307-312 (Polls)
- URBAN DEVELOPMENT. See 427-431 (abstracts)
- UTILIZATION OF RESEARCH. See 463-465 (abstracts)
- Valen, Henry, and Angus Campbell, "Party Identification in Norway and the United States," 505-525
- Vander Zanden, James W., "Voting on Segregationist Referenda," 92-105
- van de Velde, Robert W., and Robert T. Holt, *Strategic Psychological Operations and American Foreign Policy*, reviewed, 560-570
- Verba, Sidney, *Small Groups and Political Behavior: A Study of Leadership*, reviewed, 671-673; book review: *The Public Interest*, by Glendon Schubert, 496-498
- VOTING. Katz, Daniel, and Samuel J. Eldersveld, "The Impact of Local Party Activity upon the Electorate," 1-24; Vander Zanden, James W., "Voting on Segregationist Referenda," 92-105. See also Political behavior
- WAR. See 487-489, 664 (Polls)
- WELFARE. See 665 (Polls)
- Westerstahl, Jörgen, Bo Särilvik, and Eshjörn Janson, "An Experiment with Information Pamphlets on Civil Defense," 236-248
- Wiebe, Gerhart D., "Creativity in the Individual," abstract, 444
- Winick, Charles, "How People Perceived 'The Mad Bomber,'" 25-38
- Yerushalmy, J., comment on "The City as a Human Population Laboratory," 453
- Yu, Frederick T. C., "How Asians See Asia and Red China: Some Notes," abstract, 437-438
- Zeisel, Hans, "The Opinion Game and the Danger of Stereotypes," 635-656